



Butchery Team Canada

SPONSORSHIP OPPORTUNITIES

Introducing Butchery Team Canada

Click Link!



Why Support Butchery Team Canada?

- ▶ To promote and celebrate the art of butchery and culinary craftsmanship
- ▶ To attract attention to Canada's meat industry and promote Canadian meat products worldwide.
- ▶ To promote Canadian multicultural heritage
- ▶ To elevate Canadian butchery skills and be recognized on world class level
- ▶ To develop leadership in the butcher trade
- ▶ To inspire future generations of butchers to pursue careers in the field



The World Butchers' Challenge Opportunity

“The concept of the World Butchers' Challenge is to develop an environment where butchers strive to exceed current industry practice in the areas of general workmanship, meat cutting, displaying and the creative usage of beef, lamb, pork and chicken product. Through this competition, a global community has been cemented with life-long friendships formed, business opportunities unlocked and the overall trade benefiting from an injection of creativity and innovation”
~World Butcher Challenge Web Site



The History



- ▶ The World Butchers' Challenge is a butchery competition, with teams of butchers from across the globe battling it out for the title of the world's best, it's often referred to as the 'Olympics of Meat'
- ▶ Established in 2011 as a battle between New Zealand and Australia, has since grown to include over 13 countries that participated in the 2022 competition at the iconic Gold1 Centre in Sacramento, California.
- ▶ Team Canada competed for the first time in 2022 and is now preparing for the next competition in Paris, France March 30-31, 2025



World Spotlight In Paris March 2025

“The World Butchers’ Challenge is a butchery competition of epic proportions. With teams from across the globe battling it out for the title of the world’s best, it’s the ultimate mash up of passion, sport, food, skill, tension, rivalry and camaraderie, which makes for one compelling, thrilling and relevant experience”

Click Link!



The Competition



Team Competition

6 competitors will have 3 hours and 30 minutes to break down 1 side beef, 1 side pork, 1 lamb and 5 chickens



Junior and Apprentice Competition

Competitors will break down a beef rump, side of lamb, loin of pork and 2 whole chickens in 2 hours and 30 minutes



World's Best

Awards will also be granted for best pork, beef, lamb, chicken, beef sausage, pork sausage and gourmet sausage.

The Journey

- With team members across the country, Team Canada is faced with a challenge unlike other nations. The cost and time to bring the team together is a much rougher road.
- To get to Paris, France including practices we are looking to fundraise \$300,000
- 27,000 KM – Distance travelled for Team Canada to meet for 1 practice
- \$20,000 average cost for 1 practice



Butchery Team Canada



Peter Baarda:
Co-Captain
@jngmeats
Years Exp 33
Social Media 7600

Elyse Chatterton:
@elysechatt
Years Exp 28
Social Media 7000



Ronnie Keely:
Junior Butcher
@keelys_specialty_butcher
Years Exp 14
Social Media 908



Doug Easterbrook:
@thebutcherdoug
Years Exp 13
Social Media 3900



Dave Vander Velde:
@davevandervelde
Years Exp 25
Social Media 700



Brent Herrington:
@brent.herrington
Years Exp 33
Social Media 6200



Taryn Barker:
Co-Captain
@tarynleebarber
Years Exp 12
Social Media 6400



Damian Goriup:
@_butcherdamian
Years Exp 46
Social Media 6100



Corey Meyer:
@coreythebutcher
Years Exp 27
Social Media 23600





Sponsor Levels

Executive Sponsor

- ▶ \$30,000 +
- Logo on competition and practice jackets
- Logo on team apparel
- Proud Supporter logo – for your use until July 2025
- Mentions in Team Member social media
- Attend 1 practice - Team available for pr/marketing/product development
- Team Canada member in-person attendance at 1 sponsor event
- 2 Tickets World Butcher Challenge - Paris
- 2 Tickets to World Butcher Challenge Dinner Gala – Paris

National Sponsor

- \$20,000
- Logo on competition and practice jackets
- Logo on team apparel
- Proud Supporter logo – for your use until July 2025
- Mentions in Team Member social media
- 2 Tickets World Butcher Challenge - Paris
- 2 Tickets to World Butcher Challenge Dinner Gala – Paris

Regional Sponsor

- ▶ \$10,000
- Logo on team apparel
- Proud Supporter logo – for your use until July 2025
- Mentions in Team Member social media

Local Sponsor

- ▶ \$5,000
- Proud Supporter logo – for your use until July 2025
- Mentions in Team Member social media





Thank-You to our Past Sponsors

Executive Sponsors



National Sponsors



Regional Sponsors



Junior Butcher Sponsor



Uniform Sponsor





Butchery Team Canada
130 Malcolm Road,
Guelph, Ontario N1K 1B1

Dear Potential Sponsor,

Thank you for considering your support for the 2025 Butchery Team Canada. The road to Paris is a long one and every contribution will matter! Please review our sponsorship levels below and indicate what level you would like to contribute. Sponsorship levels are Total Contribution and can be split into 2023, 2024 and 2025 calendar year invoices.

Sponsorship Levels

Local Sponsor \$5,000

- Company included on “partner’s” Page until July 2025
- Social media shout-out by team members leading up to the competition
- Proud Local Supporter logo – for your use until July 2025
- Reserved roomⁱ in block of hotels with team in France – if requested
- Organized eventsⁱⁱ planned for week leading up to Paris – if requested

Regional Sponsorship Level \$10,000

- Company name, logo and sponsorship level included in all event programming and/or promotional materials. (promotional materials might include flyers, pamphlets, t-shirts, or other merchandise)
- Company included on “partners” page until July 2025
- Social media shout-outs by team members leading up to the competition
- Proud Regional Supporter logo – for your use until July 2025
- Reserved room* in block of hotels with team in France – if requested
- Organized events* planned for week leading up to Paris – if requested

National Sponsorship Level \$20,000

- 2 tickets for the three-day World Butcher Challenge Event in Paris
- 2 tickets for the Gala awards at the World Butcher Challenge in Paris
- Company logo on team competition uniform
- Company name, logo and sponsorship level included in all event programming and/or promotional materials. (promotional materials might include flyers, pamphlets, t-shirts, or other merchandise)
- Company included on “partner’s” Page until July 2025
- Social media shout outs by team members leading up to the competition
- Proud National Supporter logo – for your use until July 2025
- Reserved room* in block of hotels with team in France – if requested
- Organized events* planned for week leading up to Paris – if requested

Executive Sponsor Level \$30,000 +

- Attend one practice and team available for PR/marketing/product development for 2 hours
- Team Canada member in-person attendance at 1 Executive Sponsor event (based on availability of BTC member)ⁱⁱⁱ
- 2 tickets for the three-day World Butcher Challenge Event in Paris



Butchery Team Canada
130 Malcolm Road,
Guelph, Ontario N1K 1B1

- 2 tickets for the Gala awards at the World Butcher Challenge in Paris
- Priority placement of company logo on team competition uniform
- Company name, logo and sponsorship level included in all event programming and/or promotional materials. (promotional materials might include flyers, pamphlets, t-shirts, or other merchandise)
- Company included on “partner’s” Page until July 2025
- Social media shout outs by team members leading up to the competition
- Proud Executive Supporter logo – for your use until July 2025
- Reserved room* in block of hotels with team in France – if requested
- Organized events* planned for week leading up to Paris – if requested

I would like to pledge our commitment to Butchery Team Canada in the form of the following contributions:

Organization Name:

Contact Name:

Contact Email:

Contact Phone:

National and Executive Billing Preference:

2023 Contribution:

2024 Contribution:

2025 Contribution:

TOTAL Contribution:

Please email completed form to management@butcheryteamcanada.ca

ⁱ Rooms are at Sponsors expense, BTC will make arrangements only.

ⁱⁱ Additional event fees are at Sponsors expense, BTC will make arrangements only.

ⁱⁱⁱ Additional travel costs provided by Executive Sponsor